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**A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR  
A PERSONALIZED PRODUCT REPORT**

**ABSTRACT**

- 5 A system is disclosed that facilitates creation of a web-based user interface which obtains user profile information from a database, gathers information from one or more users regarding product characteristics, correlates the user responses, performs statistical analysis of the user responses and presents the statistical analysis in a user comprehensible manner. The system also stores statistical ratings in a database correlated to a particular product or service. Ratings are
- 10 provided to a user from the database based on a particular product or service, and the database can be queried to retrieve one or more user profiles that have rated a product of interest to the current use.

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